

# Cara C. Chancellor

Cara is a digital marketing professional, but above all, she is an advanced creative communicator. With six years of modern brand building experience, she understands in the right hands, creative content has the ability to ignite growth and her aim as an innovator is to help businesses \*see and be seen\* by the right audiences.

## NATURAL TALENTS

### BRAND BUILDING



### CREATIVE INNOVATION



### AUDIENCE BUILDING



### CONTENT CREATION



## LEARNED TALENTS

Marketing automation  
Email marketing  
SEO management  
Advertising management  
Social media management  
Vendor management  
Copywriting  
Blogging + Vlogging  
Photography  
Video directing  
Production management  
Digital campaign strategy

## MASTERED PLATFORMS

HubSpot  
Zoho  
Zoom info  
Goto Webinar  
Snip.ly  
Zappier  
UpContent  
Adobe lightroom  
Adobe Spark  
Adobe Acrobat  
Adobe Rush  
Microsoft + Apple products  
Google Ads

## BRANDS BUILT & MANAGED

[www.microbac.com](http://www.microbac.com)

[www.scampstoffee.com](http://www.scampstoffee.com)

All content found at Instagram handles @Microbaclabs and @scampstoffee produced and managed by Cara

## You Can Reach Me At...

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303 - 912 - 8761

<https://www.linkedin.com/in/carachance/>

## CAREER CAPITAL

Creative Marketing Specialist  
Microbac Laboratories  
2018 - 2021

### Numbers

Increased digital traffic by 1,400% in first year  
Increased social traffic by 1,600% in first year  
Increased digital sales by 60% in first year  
Increased email open rates by 12% over 3 years

### Content

Photography: Replaced all images with progressive in-house photography shot by the applicant.

Written: populated and managed both the company blog and the company vlog.

Brand Identity: created new company slogan "A Better World, One Test at a Time."

Language: Overhauled brand "voice" by replacing existing stale copy with fresh, progressive copy.

Internal Identity: created the concept for and managed monthly company newsletter.

Social: Built and managed four social channels that served as microphones for the company's new language, look, and feel.

### Leadership

Managed the output, and progress of the following external partners

Video production team - Video Branch

SEO & ADs - Corkboard Concepts

Public Relations - Gregory FCA

Content Curation - UpContent

## Other Notable Positions

Digital Marketing Manager: Scamps Toffee (2 years)

Digital Content Specialist: 303 Magazine (2 years)